ASSOCIATION LOGO

IN ACCORDANCE WITH

EUROPEAN PRODUCERS ASSOCIATION

PRODUCTION BRIEF

FOR ADVERTISING CONTENT

THIS DOCUMENT HAS BEEN APPROVED BY THE EPA

PRODUCTION BRIEF

FOR ADVERTISING CONTENT

DATE	
ADVERTISER & BRAND	
COST CONTROL	
FILM(S) TITLE(S)	
TREATMENT FEE	Payable if the script(s) being developed for the treatment does not proceed
AGENCY	
TV PRODUCER	
CREATIVE DIRECTOR	
COPYWRITER	
ART DIRECTOR	
ACCOUNT DIRECTOR	
BUDGET Excl. VAT	
PAYMENT TERMS	
NUMBER & DURATION OF THE FILM(S) & CUT DOWNS	

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DELIVERABLES

MEDIA BUYOUTS
Tick as applicable

TV	CINE	DIG	POS	PLV	INTERNAL	OTHER

MEDIA TERRITORIES

MEDIA DURATION

DOES THE BUDGET INCLUDE POST PRODUCTION?

YES	NO

DOES THE BUDGET INCLUDE A MOCKUP OF THE PRODUCT NEEDED? IF SO, WHO IS IT PROVIDED BY?

YES	NO	OTHER

DOES THE BUDGET INCLUDE AGENCY TRAVEL?

YES	NO	NO. OF PEOPLE

DOES THE BUDGET INCLUDE CLIENT TRAVEL?

YES	NO	NO. OF PEOPLE

DOES THE BUDGET INCLUDE A DIRECTOR'S CUT?

YES	NO

DOES THE BUDGET INCLUDE A PHOTOSHOOT SESSION?

YES	NO

DOES THE BUDGET INCLUDE MUSIC, SOUND DESIGN, VOICE OVER?

YES	NO	IF YES DOES IT INCLUDE BUYOUTS?	YES	NO

INFORMATION FOR THE MUSIC

ORIGINAL COMPOSITION	NO MUSIC	LIBRARY MUSIC	SOURCED BY CLIENT

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DOES THE BUDGET INCLUDE BUYOUT FOR THE VOICE OVER	YES	NO	LANGUAGES	
DOES THE BUDGET INCLUDE ACTORS' BUYOUTS	YES	NO	BUYOUT RIGHTS (EXCL. TAX)	
BUYOUT DURATION				
BUYOUT TERRITORY(IES)				
DOES THE BUDGET INCLUDE PRINT?	YES	NO	BUDGET (EXCL. TAX)	
DOES THE BUDGET INCLUDE DIGITAL ASSETS?	YES	NO	BUDGET (EXCL. TAX)	
DOES THE PROJECT REQUIRE A MAKING OF?	YES	NO	BUDGET (EXCL. TAX)	
COST RELATING TO PRODUCT (Storage, transport, purchasing, secrecy)	YES	NO	BUDGET (EXCL. TAX)	
DOES THE BUDGET INCLUDE PRODUCTION OF MASTERS?	YES	NO		
DOES THE BUDGET INCLUDE SHIPPING, DELIVERY, ONLINE OR ON AIR COSTS?	YES	NO		
INSURANCE REQUESTED				

TV RATIO & DIGITAL Tick as applicable	16x9	14x9	4x3	9x16	1x1	OTHER
CINEMA RATIO Tick as applicable	1.1.66	1.1.85	ANAMORPHIC	OTHER		

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TREATMENT DELIVERY DATE	
PROJECT GREEN LIGHT	
PPM DATE	
SHOOTING DATES	
DELIVERY DATES	
REMOTE SHOOTING OR PRESENCIAL SHOOTING	
AIR DATE	

	YES	NO
IS THIS AN AGENCY COMPETITION?		
HAS THE CREATIVE BEEN APPROVED BY THE CLIENT?		
IS THE CREATION APPROVED BY NATIONAL AUTHORITIES?		
IS AN AGENCY PRODUCTION COMPANY OR ONE OF IT'S BRANCHES IN THE COMPETITION?		

NUMBER OF PRODUCTION COMPANIES IN THE COMPETITION	
LIST OF PRODUCTION COMPANIES IN THE COMPETITION	
RESPONSE DEADLINE	

ATTACHMENTS TO THIS BRIEF Tick as applicable	SCRIPT	STORY	NATIONAL AUTHORITIES	MOOD	MOOD TAPE

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OTHER SUPPLEMENTARY INFORMATION
The brief letter is an opportunity to present the objectives of the campaign and, if necessary, the requirements specific to the advertiser and the brand, in order to produce a statement of intent that is as close as possible to the project.

NDA: The information contained in this brief is strictly confidential. They must not be disclosed under any circumstances. Furthermore, the elements communicated to the agency or to the recipient of the responses to this brief letter by the production company may not be used by the agency without the production company's authorisation.

SIGNATURES

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AGENCY		CLIENT / COST CONTROL	
NAME		NAME	
SIGNATURE		SIGNATURE	

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